

Home Care Packaging in Italy

Market Direction | 2024-07-22 | 8 pages | Euromonitor

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Report description:

PET packaging is gaining share in home care packaging in Italy, driven primarily by its adoption in laundry care. While HDPE bottles continue to be the leading pack type, PET bottles and, in particular, PET jars, albeit for the latter from a still very small base, having been gaining share in laundry care due to several factors. The high recyclability of PET meets the rising consumer demand for sustainable packaging solutions and complies with stringent regulatory requirements aimed at reducing...

Euromonitor International's Home Care Packaging in Italy report offers insight into key trends and developments driving packaging across the category.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Home Care Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Smaller pack sizes are becoming more popular in Italian air care

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PROSPECTS AND OPPORTUNITIES

Plastic pouches expected to continue gaining share in dishwashing

Sustainability becoming ever more important in home care packaging

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